R E P O R T R E S U M E S

ED 014 019 AC 001 437

DISTRIBUTION AND USE OF SELECTED CIVIL DEFENSE PUBLICATIONS, A STUDY MADE IN TWENTY-FIVE COUNTIES IN FIVE STATES.

BY- SABROSKY, LAUREL K. AND OTHERS
FEDERAL EXTENSION SERVICE (DOA), WASHINGTON, D.C.

REPORT NUMBER ER-T-94-7-66 PUB DATE JUN 66
EDRS PRICE MF-$0.50 HC-$2.72 66P.

DESCRIPTORS- *INFORMATION DISSEMINATION, *INFORMATION UTILIZATION, *RURAL EXTENSION, *EXTENSION AGENTS, *CIVIL DEFENSE, EVALUATION, SURVEYS, PUBLICATIONS, SEX DIFFERENCES, RESIDENTIAL PATTERNS, EDUCATIONAL BACKGROUND, RURAL AREAS, URBAN AREAS, STATISTICAL DATA, INFORMATION SOURCES, ARKANSAS, TEXAS, VERMONT, WASHINGTON, WISCONSIN, COOPERATIVE EXTENSION SERVICE,

IN 25 COUNTIES IN ARKANSAS, TEXAS, VERMONT, WISCONSIN, AND WASHINGTON. A STUDY WAS MADE OF THE USE OF CIVIL DEFENSE PUBLICATIONS BY THE PUBLIC, OF DISTRIBUTION PRACTICES OF COUNTY AGRICULTURAL AGENTS, AND OF THE ATTITUDES OF THE AGENTS THEMSELVES. THREE PUBLICATIONS FROM THE U.S. DEPARTMENT OF AGRICULTURE AND TWO FROM THE OFFICE OF CIVIL DEFENSE WERE CONSIDERED. ABOUT THREE-FOURTHS OF RECIPIENTS (A FOURTH OF THE TOTAL) FOUND THE PUBLICATIONS USEFUL, BUT MAINLY FOR GENERAL INFORMATION. WOMEN MORE THAN MEN, NONFARM MORE THAN FARM DWELLERS, AND THOSE WITH ABOVE AVERAGE EDUCATION, WERE LIKELY TO READ THE PUBLICATIONS. EXTENSION OFFICES DISTRIBUTED ACTIVELY, MAINLY AT MEETINGS OR BY MAIL. ALMOST ALL THE COUNTY AGENTS SURVEYED WERE IN FAVOR OF PARTICIPATING IN CIVIL DEFENSE EDUCATIONAL WORK. HOWEVER, THEY TENDED TO JUDGE THE PEOPLE'S RESPONSE AS EITHER SPORADIC OR WEAK, AND MOST INDICATED ONLY SLIGHT PERSONAL INVOLVEMENT. FINDINGS SUGGESTED THAT SOLICITED AND UNSOLICITED PUBLICATIONS WOULD PROVE EQUALLY USEFUL, AND THAT THE MAIN EFFORT SHOULD BE TO GET PUBLICATIONS TO THE PEOPLE, REGARDLESS OF METHOD. (THE DOCUMENT INCLUDES SAMPLING METHODOLOGY, QUESTIONNAIRES, AND 28 TABLES.) (LY)

ED014019

DISTRIBUTION and USE of SELECTED CIVIL DEFENSE PUBLICATIONS

U.S. DEPARTMENT OF HEALTH, EDUCATION & WELFARE
OFFICE OF EDUCATION

THIS DOCUMENT HAS BEEN REPRODUCED EXACTLY AS RECEIVED FROM THE PERSON OR ORGANIZATION ORIGINATING IT. POINTS OF VIEW OR OPINIONS STATED DO NOT NECESSARILY REPRESENT OFFICIAL OFFICE OF EDUCATION POSITION OR POLICY.

A Study Made in Twenty-Five Counties in Five States

JUNE 1966

A0001 437E

U.S. Department of Agriculture–Federal Extension Service

ACKNOWLEDGMENTS

This study grew out of the expressed desire of Extension Service Civil Defense Specialists and the Office of Civil Defense for information on the distribution and use of publications in the rural Civil Defense educational program conducted by the Cooperative Extension Service. The study was first conceived at a regional meeting of Extension Civil Defense Specialists. The objectives of the study were later developed by representatives of the five State Extension Services which participated in the study, the Federal Extension Service, and the Office of Civil Defense. Those who cooperated with the authors in planning and conducting the study were:

Arkansas	David E. Ryker, Extension Editor James H. Bemis, Jr., Assistant Extension Editor Everett Burns, Rural Civil Defense Specialist Joseph C. Urbon, Extension Rural Sociologist
Texas	Ben Cook, Extension Studies and Training Specialist Thomas G. Hollmig, Rural Civil Defense Leader Sherilyn Bailey, Rural Civil Defense Specialist William Lyle, Agricultural Engineer, Civil Defense
Vermont	John W. Spaven, Extension Editor Noah C. Thompson, Rural Civil Defense Information Specialist Harriet Riggs, Study Coordinator
Washington	E. J. Kreizinger, Extension Research and Training Leader Sherrill Carlson, Publications Editor George T. Purcell, Rural Civil Defense Specialist
Wisconsin	John Ross, Extension Editor Donald V. Jensen, Rural Civil Defense Specialist James H. Bemis, Jr., Study Coordinator
Federal Extension Service	Phillip F. Aylesworth, Rural Civil Defense Program Leader C. Herman Welch, Jr., Assistant Rural Civil Defense Program Leader Ralph M. Fulghum, Assistant Director, Division of Information
Office of Civil Defense	George B. Owen, Program Officer, Projects Branch Herbert G. Johnson, Staff Director, Shelter Operations Division

ER&T-94(7-66)

TABLE OF CONTENTS

	Page number
Summary of Findings	5
Introduction	7
Part I. A Study of the Reception and Use of the Publications	8
Purpose and methodology of Part I of the study	8
Findings - Part I questions with data answers	10
1. To what extent did the public receive Civil Defense publications available from the Cooperative Extension Service?	10
2. Which of the five leaflets had greatest reception, readership and use?	11
3. Did the persons who received the publications ask for them?	12
4. Were people who asked for the leaflets more likely to think them useful than were people who received them without asking for them?	13
5. How did people receive the publications, and which method of distribution was most common?	14
6. From whom did people receive the publications?	14
7. Were people who received the leaflets from the county Extension agent more likely to use them than people who received them from other sources?	17
8. Did people keep their copies of these publications?	18
9. Did people keep these copies in their shelter areas?	18
10. How much of the Civil Defense publications did the people read?	20
11. Did the publications contain the information the readers wanted?	20
12. Did the readers use this information for general knowledge or as a basis for specific action?	23
13. Were people who had not received the publication prior to the time of the survey interested in receiving a copy? How interested?	27
14. Did people know where to get Civil Defense information and had they received any?	29
15. To what extent were people interested in getting Civil Defense information?	30

Page number

16. Were people in the counties with active Civil Defense programs more likely to make use of their leaflets than were people in counties with less active Civil Defense programs? 31

17. Were home owners more likely than renters to be interested in getting Civil Defense information? 33

18. Were men more likely than women to receive and use Civil Defense publications? 34

19. What was the relationship of age to receipt, readership, and use of the publications? 35

20. What was the relationship of formal education to receipt, readership, and use of the publications? 36

21. Were farm people more likely than nonfarm people to receive, read, and use the publications available from Extension Service? 36

22. Were people who had children under 18 years of age at home more likely to receive, read, and use the publications than were people without such children at home? 36

23. Were the people who were the most friendly toward the survey those who were very interested in getting Civil Defense information? 40

Part II. A Study of Distribution of the Publications by and Attitudes of, County Agricultural Agents 41

Purpose and methodology of Part II of the study 41

Findings - Part II questions with data answers 42

1. Which of the 13 different Civil Defense publications studied were furnished to county Extension Service offices by State Extension Services? 42

2. Were Civil Defense publications distributed by county Extension Services and which of these publications were given the greatest distribution? 43

3. Which methods of distribution were used the most for Civil Defense publications by county Extension Service Offices 45

4. What were the expressed attitudes of county agricultural agents toward Civil Defense educational work? 46

5. Do county agricultural agents seem to further or hinder the distribution of Civil Defense publications? 50

Appendices 51

SUMMARY OF FINDINGS

1. A little over one-third of the respondents received one or more of the five publications.

2. County Extension offices distributed the Civil Defense publications they received. A very small supply remained in the office.

   This seems to imply that if the County Extension Staff is interested in Civil Defense, they will order the publications and distribute them.

3. County Extension agents did not wait for people to ask for the Civil Defense publications. They distributed them through their regular channels of communication. More publications went out through meetings than any other way; through the mail was second.

4. People who received the publications without asking for them were just as likely to find them useful as the people who asked for the publications.

   This seems to imply that sending the publication to people without their asking for it is not wasteful. They are just as likely to read and find it useful as those who ask for it.

5. The source from which the people received the publications seemed to have no relationship to readership or use of the publication.

   It appears that the main effort should be to get the publications to the people.

6. Most of the people who received the Civil Defense publications kept them. Around two-thirds kept them in some definite place.

   Again, if you get the publications to the people they do not throw them away.

7. The recipients read the publications. A large majority of the people who received a Civil Defense publication read at least some of it; and nearly one-half of tne recipients read all of it.

8. The Civil Defense publications provided information the people wanted. About three-fourths of the recipients said the publications provided information they wanted. They used the information mainly for general knowledge about Civil Defense. A few used the information as a basis for specific action.

9. People who had not received the publications expressed interest in receiving them. About one-fourth were highly interested while about one-third were not interested.

10. More people knew where to get the Civil Defense publications than had received them.

    This seems to imply that people do not normally go out of their way to obtain the publications, but if given to them, many read the publications.

11. About half of the respondents said they had known before the survey where to obtain these publications. Most of these mentioned the Extension Service, United States Department of Agriculture, the State university, or the local Civil Defense workers.

12. About two-fifths of the respondents said they had received Civil Defense information from one or more of the sources they mentioned.

13. It had been anticipated that home owners may be more interested in getting Civil Defense information than renters would be. The results did not show this. Renters were just as likely to be interested as home owners in getting Civil Defense information, according to the judgments of the interviewers.

14. Women were somewhat more likely than men to read and use the publications.

15. Age had practically no relationship to receipt, readership, and use of the publications.

16. People with more formal schooling were more likely to receive, read, and use Civil Defense publications than people with less formal schooling.

17. Farm people were more likely to receive the publications than nonfarm people probably because of the farm orientation of the Extension Service. However, nonfarm people who did receive the publications were more likely to read and use them than were farm people who received the publications.

18. People with children under 18 years of age at home were no more likely to receive, read, and use the publications than people without children under 18 years of age at home.

19. Practically all the agents in the survey counties felt that Extension Service workers should be expected to do some Civil Defense educational work.

20. Most of the county Extension agents felt that "in general, the public demand for these publications is sporadic or weak" and that "most people became interested in Civil Defense only in times of national crisis."

21. By far the most typical expression of agents' own personal involvement in Civil Defense was expressed as follows: "I have read some of these publications and have a general idea of what's in them, but do not have a special file at home and have not taken any specific action." However, many also indicated, "I have copies of Civil Defense publications at home in a specific location so that I could get at them if I needed them, but have not taken any specific action." Many also indicated, "I have some emergency stock of food and water laid away, but no shelter."

DISTRIBUTION AND USE OF SELECTED CIVIL DEFENSE PUBLICATIONS

--- A study made in 25 counties in five States

by

Laurel K. Sabrosky, Fred P. Frutchey, Bryan Phifer, and Ralph Fulghum.[1/]

INTRODUCTION

Situation

The Rural Civil Defense program is aimed at helping more people understand the danger, consider the alternatives, and make their own plans for shelter protection on an individual and community basis in case of nuclear attack or nuclear accident.

The Cooperative Extension Service has a twofold responsibility in Rural Civil Defense. First, as the educational arm of the United States Department of Agriculture, Cooperative Extension Service is responsible for informing and educating people about the Department's plans, operations and organization to carry out the responsibility assigned to the Department by Executive Order 10998.

Second, under contract with the Office of Civil Defense, it is responsible for the Civil Defense educational program in rural America.

Each State Extension Service has a person employed to provide leadership in conducting educational programs to help people living in rural areas in their decision-making on pre-emergency preparedness plans.

The use of publications is one of the major methods of carrying out the rural Civil Defense educational program.

Purpose

The purpose of this study was to evaluate the use of publications as a means of implementing the objectives of the Civil Defense program.

1/ The study was planned and directed by Ralph Fulghum, Fred P. Frutchey and Bryan Phifer of the Federal Extension Service. Mrs. Laurel Sabrosky collated and analyzed the national data and prepared the report of the study.

This report tells what happened as far as five Civil Defense publications were concerned in 25 counties in five States in various sections of the country: Arkansas, Texas, Vermont, Washington, and Wisconsin.

There were two parts to the study: I. A study of reception, readership, and use of the publications by the public. II. A study of distribution of the publications by, and attitudes of, county agricultural agents. This report is presented in two parts to cover the findings for each.

PART I. A STUDY OF THE RECEPTION AND USE OF THE PUBLICATIONS

Purpose and Methodology of Part I of the Study

The purpose of this part of the study was to determine the reception, readership, and use of five selected Civil Defense publications by a sample[2/] of respondents in 25 counties of the five States. The Arkansas sample was drawn from a population of Extension Service cooperators, whereas the samples from the other four States were drawn from a more general public. For this reason, the tables show Arkansas data separate from data from the other four States.

The five publications studied are:

1. "Your Family Survival Plan," PA-578.
2. "Family Food Stockpile for Survival," Home and Garden Bulletin No. 77.
3. "Defense Against Radioactive Fallout on the Farm," Farmers' Bulletin 2107.
4. "Fallout Protection -- What To Know And Do About Nuclear Attack," H-6.
5. "Family Shelter Designs," H-7.

These five, among other Civil Defense publications, are ones distributed by the Cooperative Extension Service as a part of its Civil Defense program in cooperation with the Office of Civil Defense. The first three are published by the United States Department of Agriculture; the other two are published by the Office of Civil Defense.

Personal interviews were conducted with 2107 respondents, including 965 nonfarm and 1107 farm adults; 582 men and 1507 women.[3/]

[2/] See Appendix A, for sampling plans.
[3/] See Appendix A.

The questionnaire[4/] was adapted from an instrument used in other publication studies, and was pretested prior to use in this study. The interviews were made during the period of July to December 1964.

The study was designed to provide answers to the following questions which are discussed in this report:

Did the public receive the publications studied?
Did the public read them?
Did they keep them? Use the information in them?
Did an active Civil Defense program affect receipt, readership and use of the publications?
Were the people interested in Civil Defense and the publications?

Each State Extension Service tabulated its own data, and sent to the Federal Extension Service their tabulation sheets, copies of their punched I. B. M. cards, and summaries of their data, for both Part I and Part II of the study. The data from the five States were collated and additional analyses were made by the Federal Extension Service.

Numerical differences between percentages were tested for statistical significance by using Davies' "Tables Showing Significance of Differences Between Percentages and Between Means."[5/] The differences between percentages which are called to the attention of the readers of this report are significantly different at the 5% level or better. In this report the words "significantly different" mean statistically significantly different.

In addition to collecting the data through interviews, each State Extension staff described the county Civil Defense program in each of the participating counties. This information was studied in order to classify the counties into those with "active Civil Defense programs" and counties with "less active Civil Defense programs." This classification is used in this report on pages 31 to 33.

4/ See Appendix B.
5/ Davies, Vernon. "Tables Showing Significance of Differences Between Percentages and Between Means." Stations Circular 151 (Revised). March 1954. Department of Rural Sociology, Washington State University, Pullman, Washington. 14 pp.

FINDINGS - PART I QUESTIONS WITH DATA ANSWERS

To What Extent Did Tne Public Receive Civil Defense Publications Available From The Cooperative Extension Service?

Each of the five publications studied was received by some people as shown in table 1. "Fallout Protection" was the one received by the largest percentage of the respondents.

Table 1.--Percentages of people receiving the Civil Defense publications

Items	Texas	Vermont	Washington	Wisconsin	Total four States	Arkansas
Number of records	400 %	400 %	400 %	406 %	1606 %	500 %
Percentage of individuals receiving one or more of the five publications	30	42	*	22	31	50
Percentage of individuals receiving each publication:						
"Your Family Survival Plan." PA-578.						
Yes.....	7	11	9	7	8	32
Don't know	6	6	5	4	5	4
"Family Food Stockpile for Survival." (G-77).						
Yes	11	20	10	10	12	33
Don't know	4	4	2	5	4	3
"Fallout Protection" (H-6).						
Yes	20	23	16	15	18	27
Don't know	4	5	4	3	4	3
"Family Shelter Design." (H-7).						
Yes	15	17	10	10	13	22
Don't know	3	3	2	4	3	2
"Radioactive Fallout on the Farm." (F-2107).						
Yes	2	14	6	9	8	21
Don't know	2	2	1	2	2	2

*Washington data not available for this analysis.

A greater percentage of the Arkansas respondents than of the other respondents received the bulletins. Fifty percent of the respondents in Arkansas and about 31 percent of the respondents in the other four States had received one or more of the five publications.

The percentage of respondents receiving each publication varied from publication to publication. Eight percent of the respondents in the "four States" received "Your Family Survival Plan;" 32 percent in Arkansas received it, and about the same percentage in Arkansas received "Family Food Stockpile for Survival." This latter bulletin was received by 12 percent of the respondents in the "four States."

A greater percentage of the respondents in Vermont than in the other three States of the "four-State" group received the bulletins.

2. Which Of The Five Leaflets Had Greatest Reception, Readership and Use?

"Fallout Protection" was most likely to be received by the respondents in the four States other than Arkansas; "Family Food Stockpile for Survival" was most likely to be received by Arkansas respondents (table 2).

It is of interest to note that the two publications put out by the Office of Civil Defense, "Family Shelter Designs" and "Fallout Protection," are never higher in Arkansas than third place in the three ranking in table 2. In the other four States, "Family Shelter Design" is in third place or better in all three rankings (except for readership in Washington), and "Fallout Protection" is in first place in receipt, and tied for second place in readership.

Table 2.--The five leaflets ranked in order of receipt, readership, and use

	In the "four States"	In Arkansas
Receipt	Fallout Protection.	Family Food Stockpile for Survival.
	Family Shelter Designs.	Your Family Survival Plan.
	Family Food Stockpile for Survival.	Fallout Protection.
	Your Family Survival Plan.	Family Shelter Designs.
	Radioactive Fallout on the Farm.	Radioactive Fallout on the Farm.
Readership	Your Family Survival Plan.	Family Food Stockpile for Survival.
	*(Family Food Stockpile for Survival.	Your Family Survival Plan.
	(Fallout Protection.	Radioactive Fallout on the Farm.
	Radioactive Fallout on the Farm.	Fallout Protection.
	Family Shelter Designs.	Family Shelter Designs.
Use	Radioactive Fallout on the Farm.	(Family Food Stockpile for Survival.
	Family Shelter Designs.	*(Your Family Survival Plan.
	(Family Food Stockpile for Survival.	Fallout Protection.
	*(Your Family Survival Plan.	Radioactive Fallout on the Farm.
	(Fallout Protection.	Family Shelter Design.

*- Each member of the pair or trio of equal rank.

3. Did The Persons Who Received The Publications Ask For Them?

In general, the people who received the five publications got them without asking for them (table 3).

Table. 3--Extent to which people asked for Civil Defense Publications

Items	Texas	Vermont	Washington	Wisconsin	Total three States	Arkansas
Number of records	400	400	400	406	1606	500
Number of people receiving at least one publication ..	119	168	1/ xx	91	378	251
Percentage of those receiving at least one who asked for one	2/ xx	xx	xx	xx	11	6
Percentage of recipients who received all of theirs without asking for any	xx	xx	xx	xx	77	90
	%	%	%	%	Total four States %	%
Percentage of recipients who asked for "Your Family Survival Plan"	11	11	10	14	12	6
Percentage of recipients who asked for "Family Food Stockpile for Survival."...	19	6	10	15	12	2
Percentage of recipients who asked for "Fallout Protection"	14	8	15	11	12	4
Percentage of recipients who asked for "Family Shelter Designs"	24	8	18	9	14	5
Percentage of recipients who asked for "Radio-active Fallout on the Farm"	30	7	46	11	17	3

1/- Washington State data not available for this analysis.

2/- Individual State data not available for this analysis.

A significantly greater percentage of Arkansas respondents than of the respondents in Texas, Vermont, and Wisconsin received the publications without asking for them. One-ninth of the people in the samples in Texas, Vermont, and Wisconsin who received at least one of the leaflets asked for the publications; three-fourths received them without asking for them. In Arkansas, one person in sixteen received at least one publication by asking for it; nine-tenths received publications without asking for them.

The percentage of people who did ask for the publications varied from State to State, from as low as 2 percent asking for one of the publications in Arkansas to as many as 46 percent asking for one of the publications in Washington.

4. Were People Who Asked For The Bulletins More Likely To Think Them Useful Than Were People Who Received Them Without Asking For Them?

The answer to this question seems to be "No" according to the opinions expressed by the respondents in the study (table 4).

Table 4.-- Relationship of asking for publication to readership and opinion on usefulness of it

Items	Recipients in Texas, Vermont, and 1/ Wisconsin who			Recipients in Arkansas who		
	Asked for the leaflet	Received without asking	Didn't know how received	Asked for the leaflet	Received without asking	Didn't know how received
Number of recipients	43	292	42	16	277	6
Percentage of recipients who read one or more leaflets	95	89	79	75	82	50
Percentage of those who read one or more leaflets who reported the information was what was wanted:						
Yes	76	69	55	75	84	-
In part	20	24	30	17	10	33
No	2	2	3	-	-	-

1/- Washington data not available for this analysis.

Those respondents who received one or more bulletins without asking for them were as likely to read them as were those who asked for the bulletins, and they were as likely as those who asked for the bulletins to report that they provided the information they wanted.

The Arkansas bulletin-readers who received the bulletins without asking for them were somewhat more likely to report that the information was what they wanted than were the bulletin-readers in the other four States who had not asked for the bulletins.

5. How Did The People Receive The Publications And Which Method of Distribution Was Most Common?

The most common way people reported receiving Civil Defense publications was at meetings (table 5). The second most common way was through the mail. These data are consistent with the data in table 3 which show that people were much more likely to receive the bulletins without asking for them than to have asked for them. The data in both tables 3 and 5 raise a question about whether the respondents thought they had asked or had not asked for the bulletins when they took them from the display rack in the Extension or Civil Defense offices. On page 46, data are given which show that Extension agents reported using the display racks in their offices more frequently than any other means of distributing Civil Defense bulletins. There is also some question about how the agents interpreted frequency of use.

As would be expected, concerning Arkansas respondents who were organization members, a significantly greater percentage of them than of the respondents from the other four States received their bulletins at meetings.

However, this difference did not exist in all individual State cases. In Washington and Wisconsin specifically, about as many of the respondents received their bulletins at meetings as in Arkansas. Only in Wisconsin did the Extension office call play as important a role in distribution of Civil Defense publications as in Arkansas.

6. From Whom Did The People Receive The Publications?

In Arkansas, the county Extension agent was almost the only source of Civil Defense publications for the respondents in the Arkansas sample (table 6). In Washington and Wisconsin, the respondents were more likely to obtain Civil Defense bulletins from the Civil Defense Office than from any other one source. In Texas and Vermont, the major source varied by bulletins. A sizeable percentage of the respondents indicated they received these bulletins from "Other" sources. This was especially true in Texas.

On the average, nearly 15 percent of the recipients of a publication did not know the source of it. Arkansas respondents were least likely to report that they did not know.

Table 5.--How people got the Civil Defense publications.

Ways by which people received each publication	Texas	Vermont	Washington	Wisconsin	Total four States	Arkansas
"Your Family Survival Plan."						
Number of recipients	27	44	38	38	137	160
% who received it:						
At a meeting	37	30	55	54	43	61
By mail	19	30	21	4	20	4
At Extension Office call .	4	7	3	25	9	26
From neighbor or friend ..	-	4	-	-	6	6
Other means	37	21	16	7	15	2
"Family Food Stockpile for Survival."						
Number of recipients	42	79	38	41	200	165
% who received it:						
At a meeting	33	33	47	49	39	64
By mail	24	24	24	5	20	5
At Extension Office call .	7	9	5	22	10	21
From neighbor or friend ..	-	5	3	-	2	4
Other means	26	19	18	-	16	4
"Fallout Protection."						
Number of recipients	79	93	65	62	299	135
% who received it:						
At a meeting	27	24	46	42	33	49
By mail	23	27	14	8	19	2
At Extension Office call .	4	9	5	18	8	24
From neighbor or friend ..	6	5	3	2	4	5
Other means	27	27	15	24	24	16
"Family Shelter Designs."						
Number of recipients	58	67	39	43	207	109
% who received it:						
At a meeting	34	31	54	61	42	51
By mail	12	25	13	5	15	6
At Extension Office call .	10	9	-	14	9	28
From neighbor or friend ..	5	3	3	-	3	8
Other means	29	18	21	9	20	5
"Radioactive Fallout on the Farm."						
Number of recipients	10	54	22	38	124	102
% who received it:						
At a meeting	20	20	36	71	39	74
By mail	30	41	41	8	30	4
At Extension Office call .	20	9	4	8	9	14
From neighbor or friend ..	-	6	4	-	3	2
Other means	20	6	14	8	9	6

Table 6.--Source of Civil Defense publications

Source of each publication	Texas	Ver-mont	Wash-ington	Wis-consin	Total four States	Arkan-sas
"Your Family Survival Plan."						
Number of recipients	27	44	38	28	137	160
% who received it from:						
Co. Ext. Agent	30	18	18	36	24	85
Civil Defense Office	15	18	47	46	31	1
U. S. Dept. of Agri.	4	9	5	-	5	1
Neighbor or friend	-	4	-	-	1	3
University	-	7	-	-	2	2
Other	44	21	16	11	22	8
"Family Food Stockpile for Survival."						
Number of recipients	42	79	38	41	200	165
% who received it from:						
Co. Ext. Agent	24	28	26	39	29	88
Civil Defense Office	12	20	42	34	25	1
U. S. Dept. of Agri.	7	5	5	-	4	-
Neighbor or friend	-	2	-	-	1	4
University	5	4	-	-	2	-
Other	31	23	16	7	20	4
"Fallout Protection."						
Number of recipients	79	93	65	62	299	135
% who received it from:						
Co. Ext. Agent	18	24	12	21	19	72
Civil Defense Office	24	24	49	34	31	4
Neighbor or friend	6	4	2	6	5	4
U. S. Dept. of Agri.	3	3	3	2	3	3
University	-	7	-	-	2	-
Other	27	23	15	23	22	9
"Family Shelter Designs."						
Number of recipients	58	67	39	43	207	109
% who received it from:						
Co. Ext. Agent	28	21	13	23	22	77
Civil Defense Office	19	27	46	37	30	3
Neighbor or friend	5	3	3	2	3	6
U. S. Dept. of Agri. ...	2	3	3	-	2	1
University	-	3	-	-	1	1
Other	34	25	26	23	28	5
"Radioactive Fallout on the Farm."						
Number of recipients	10	54	22	38	124	102
% who received if from:						
Co. Ext. Agent	40	39	36	29	36	88
Civil Defense Office	10	13	32	45	26	3
U. S. Dept. of Agri. ...	10	6	9	-	5	1
Neighbor or friend	-	2	-	-	1	1
University	-	-	4	-	1	1
Other	20	17	9	21	17	4

7. Were People Who Received The Publications From The County Extension Agent More Likely To Make Use Of Them Than People Who Received Them From Other Sources?

The data in this study showed no relationship between source of the publication and readership and use of the publication. Table 7 shows these data from four of the States. Only two sources of Civil Defense publications were found to provide publications to enough people so that we could study the relationship of source, readership and use: (1) The County Extension agent and (2) the local Civil Defense office.

Table 7.--Relationship of source of Civil Defense publications to readership and use of them.

Items	Sources of publications					
	Texas, Vermont and Wisconsin[1/]			Arkansas		
	County Extension agent	Civil Defense office	Other Sources	County Extension agent	Civil Defense office	Other Sources
Number of records	104	84	118	197	7	28
Percentage of those respondents who read one or more bulletins	90	88	89	82	86	86
Percentage of readers who read:						
All of at least one	46	58	43	44	67	33
Not all of any, but some of at least one.....	25	19	29	35	33	46
Did not read some, but skimmed through at least one	29	23	28	19	-	21
Used information from at least one bulletin as general knowledge	67	69	66	82	83	87
Did not use information as general knowledge but used information for a specific use	7	8	6	2	17	4
Did not make use of information from any bulletin	23	23	28	15	-	8

1/- Washington data not available for this analysis.

As was noted on page 16, a large majority of the Arkansas respondents received their Civil Defense publications from the Extension agent. The percentages in the "Civil Defense office" column in the Arkansas part of the table are based on such a small sample that they are not significantly different from other percentages.

8. Did People Keep Their Copies Of These Publications?

In general, the people who received Civil Defense publications did keep them (table 8). The lowest percentage who kept them was the 61 percent of the Vermont recipients of "Your Family Survival Plan;" the highest percentage was the 90 percent of the Texas recipients of "Radioactive Fallout on the Farm." The few significant differences were between States rather than between bulletins within States.

9. Did People Keep The Copies Of Their Civil Defense Publications In Their Shelter Areas?

People were likely to keep their Civil Defense publications in some definite place, but not in the shelter area. Around one-third of the people who reported they kept their publications did not have a definite place for them (table 9).

The place the publication was kept varied somewhat from publication to publication. The only major difference between States was the larger percentage of the Arkansas publication-keepers who kept theirs in "a definite place."

Probably only a small number of the respondents had shelter areas in which to keep their publications.

Table 8.--The keeping of Civil Defense publications

Items	Texas	Vermont	Washington	Wisconsin	Total four States	Arkansas
Percentage of recipients of each bulletin who kept:	%	%	%	%	%	%
"Your Family Survival Plan."	70	61	79	71	70	74
"Your Food Stockpile for Survival"	69	63	68	71	67	78
"Fallout Protection"	80	62	71	73	71	79
"Family Shelter Designs" ..	76	69	85	72	74	80
"Radioactive Fallout on the Farm"	90	74	86	76	78	77

Table 9.--Where Civil Defense publications were kept.

Items	Texas	Ver-mont	Wash-ington	Wis-consin	Total four States	Arkan-sas
"Your Family Survival Plan."						
Number who kept copy .	19	27	30	20	96	118
% who kept it:						
In shelter area	-	-	7	5	3	-
In other definite places	68	63	57	55	60	78
Somewhere around ...	32	37	33	25	33	22
"Family Food Stockpile for Survival."						
Number who kept copy .	29	50	26	29	134	129
% who kept it:						
In shelter area	-	-	4	3	1	-
In other definite places	66	82	69	62	72	82
Somewhere around ...	31	18	27	28	25	18
"Fallout Protection."						
Number who kept copy .	63	58	46	45	212	106
% who kept it:						
In shelter area	-	-	4	4	2	1
In other definite places	62	71	59	53	62	66
Somewhere around ...	36	29	28	31	32	33
"Family Shelter Designs."						
Number who kept copy .	44	46	33	31	154	88
% who kept it:						
In shelter area	-	-	6	3	2	3
In other definite places	59	83	58	68	68	71
Somewhere around ...	41	17	24	29	28	26
"Radioactive Fallout on the Farm."						
Number who kept copy .	9	40	19	29	97	78
% who kept it:						
In shelter area	-	3	11	-	3	3
In other definite places	33	65	84	76	69	77
Somewhere around ...	67	30	-	24	26	20

10. How Much Of The Civil Defense Publications Did The People Read?

Whereas a large majority of the people who received a Civil Defense bulletin read at least some of it, somewhat less than one-half were likely to read all of it. Although a large percentage of the Arkansas respondents who received any bulletin did read some of it, they were significantly less likely to read all of it than were respondents in the other States who had received it (table 10).

The amount read varied between States and between bulletins. The Washington and Wisconsin respondents were more likely than the other respondents to read all of "Family Survival Plan." Two-thirds of the Wisconsin readers who read any, read all. This pattern of readership was also true for "Family Food Stockpile for Survival." Two-fifths of the recipients of this bulletin in Vermont only skimmed through it.

The "Fallout Protection" bulletin brought out a different reading pattern: Texas and Washington respondents were more likely to read all of this bulletin than were the other respondents.

The Texas receivers of "Family Shelter Designs" were more likely to read all of it than were other receivers. Arkansas receivers of this bulletin tended to skim through it; in Arkansas, Vermont, and Washington, only one-third of the readers read all of it.

There was no significant difference among States as to readership of "Radioactive Fallout on the Farm." Most of the receivers of it read some; about two-fifths read all.

11. Did The Publications Contain The Information The Readers Wanted?

Although no large percentage of the people received any one of the bulletins studied, a large percentage of those who did receive them said they provided the information wanted (table 11).

There was some variation between States. The Arkansas readers were more likely than the Vermont readers to feel that the information contained in "Your Family Survival Plan" and "Family Food Stockpile for Survival" was what they wanted.

"Fallout Protection" was reported by more of the Arkansas readers than of the Vermont, Washington, and Wisconsin readers to provide wanted information.

Within four of the States, the five bulletins were about equal in their effectiveness in providing desired information. Only in Washington was a difference noted. There, more readers reported that "Family Food Stockpile for Survival" provided wanted information than reported that "Fallout Protection" did.

Table 10.--Readership of Civil Defense bulletins.

Items	Texas	Ver-mont	Wash-ington	Wis-consin	Total four States	Arkan-sas
"Your Family Survival Plan."						
Number who received it	27	44	38	28	137	160
% who read any of it ..	93	89	95	71	88	82
Of these, % who:						
Read all of it	52	46	61	65	55	40
Read some of it	12	33	19	10	21	36
Skimmed	36	21	19	25	24	24
"Family Food Stockpile for Survival."						
Number who received it	42	79	38	41	200	165
% who read any of it ..	90	92	90	78	89	75
Of these, % who:						
Read all of it	53	37	65	63	50	45
Read some of it	29	19	23	9	20	28
Skimmed	18	43	12	28	29	24
"Fallout Protection."						
Number who received it	79	93	65	62	299	135
% who read any of it ..	87	88	94	82	88	77
Of these, % who:						
Read all of it	64	37	57	43	50	37
Read some of it	20	32	30	28	27	35
Skimmed	16	30	13	28	22	28
"Family Shelter Designs."						
Number who received it	58	67	39	43	207	109
% who read any of it ..	86	91	90	81	87	74
Of these, % who:						
Read all of it	60	39	34	49	46	35
Read some of it	12	26	49	23	26	23
Skimmed	28	34	17	29	28	42
"Radioactive Fallout on the Farm."						
Number who received it.	10	54	22	38	124	102
% who read any of it ..	100	89	96	79	88	84
Of these, % who:						
Read all of it	50	42	57	47	47	36
Read some of it	10	29	33	10	23	43
Skimmed	40	29	10	40	29	21

Table 11.--Civil Defense publications provide wanted information

Items	Texas	Vermont	Washington	Wisconsin	Total four States	Arkansas
"Your Family Survival Plan."						
Number reading any	25	39	36	20	120	131
% reporting it provided information wanted:						
Yes	72	69	75	75	72	85
In part	20	26	19	20	22	9
"Family Food Stockpile for Survival."						
Number reading any	38	73	34	32	177	124
% reporting it provided information wanted:						
Yes	79	74	85	88	80	88
In part	21	19	9	9	16	8
"Fallout Protection."						
Number reading any	69	82	61	51	263	104
% reporting it provided information wanted:						
Yes	74	65	67	71	69	85
In part	22	28	26	24	25	10
"Family Shelter Designs."						
Number reading any	50	61	35	35	181	81
% reporting it provided information wanted:						
Yes	76	69	69	71	71	83
In part	18	23	31	23	23	11
"Radioactive Fallout on the Farm."						
Number reading any	10	48	21	30	109	86
% reporting it provided information wanted:						
Yes	90	65	62	80	71	83
In part	--	23	38	13	21	13

12. Did The Readers Use This Information For General Knowledge, Or As A Basis For Specific Action?

When we consider the use of each bulletin in each State, we find that of the people who said the bulletin gave them information they wanted, 54 to 89 percent said they used that information as general knowledge (table 12a). The people were more likely to make no specific use of the information than to use it for some specific purpose.

The Arkansas respondents were more likely to use the information from the first three bulletins as general knowledge than were the respondents from one or more of the other States; however, they were not more likely than other respondents to use the information in this way from "Family Shelter Designs" or "Radioactive Fallout on the Farm."

Only in Wisconsin was there any significant difference in use of information from one bulletin to another. The respondents were more likely to use information from "Radioactive Fallout on the Farm" as general knowledge than they were to use information in this way from "Fallout Protection." It should be remembered that the Wisconsin sample was comprised entirely of rural people.

In table 12b, the data are re-analyzed to get at intensity of use of the publications. The data show a tendency for recipients of the publications in Texas, Vermont, and Wisconsin to be likely to read all of the publication and use the information for general knowledge, and for the Arkansas recipients to read only some of the publication or skim through it, and use the information for general knowledge.

Table 12a.--The use made of information from the bulletins.

Items	Texas	Vermont	Washington	Wisconsin	Total four States	Arkansas
"Your Family Survival Plan."						
Number who said it provided wanted information	23	37	34	19	113	124
% who used it for:						
General knowledge	74	62	64	63	66	83
A family plan	13	5	6	-	6	-
A family shelter	-	-	3	16	4	-
Stocking a family shelter	-	8	8	5	6	-
Other	4	-	6	-	3	1

Table 12a.--The use made of information from the bulletins. (contd.)

Items	Texas	Ver-mont	Wash-ington	Wis-consin	Total four States	Arkan-sas
"Family Food Stockpile for Survival."						
Number who said it provided wanted information	38	68	32	31	169	120
% who used if for:						
General knowledge	71	60	71	61	66	80
A family plan	-	7	6	-	4	2
A family shelter	3	-	-	-	1	-
Stocking a family shelter	8	9	9	-	7	-
A farm plan	-	-	-	-	-	1
Other	5	2	9	10	5	1
"Fallout Protection."						
Number who said it provided wanted information	66	76	57	48	247	99
% who used it for:						
General knowledge	76	72	72	54	71	74
A family plan	5	4	5	-	3	1
A family shelter	2	1	2	4	2	1
Stocking a family shelter	-	3	5	2	2	2
A farm plan	-	-	-	2	-	-
Other	5	-	7	4	4	2
"Family Shelter Designs."						
Number who said it provided wanted information	47	56	35	33	171	76
% who used it for:						
General information	81	68	69	64	71	70
A family plan	4	5	-	-	3	-
A family shelter	2	2	-	6	2	1
Stocking a family shelter	-	-	3	-	1	-
A farm plan	-	-	3	-	1	1
Other	4	2	6	3	4	1
"Radioactive Fallout on the Farm."						
Number who said it provided wanted information	9	42	21	28	100	82
% who used it for:						
General information	89	64	67	79	71	77
A family plan	11	-	-	4	2	-
Stocking a family shelter	-	-	5	-	1	1
A farm plan	-	7	-	-	3	-
Other	-	-	5	-	1	1

Table 12b.--Levels of readership and use of Civil Defense publications

Items	Your Family Survival Plan		Family Food Stockpile		Fallout Protection		Family Shelter Designs		Radioactive Fallout on Farm	
	Texas Vt., & Wisc.*	Arkan-sas	Texas, Vt., & Wisc.,*	Arkan-sas	Texas, Vt., & Wisc.*	Arkan-sas	Texas, Vt., & Wisc.*	Arkan-sas	Texas Vt., & Wisc.*	Arkan-sas
Number of records	1206	500	1206	500	1206	500	1206	500	780	500
No. and % receiving each bulletin	99-8%	160-32%	162-13%	165-33%	234-19%	135-27%	168-14%	111-22%	102-13%	103-21%
% of those receivers who:										
Read all of it and used the information for a specific purpose	9	1	10	2	5	2	5	2	2	2
Read all of it and used the information for general knowledge	30	29	28	30	30	24	31	22	29	27
Read some of it or skimmed through it and used the information for a specific purpose	4	-	3	1	3	3	3	1	1	-
Read some of it or skimmed through it and used the information for general knowledge	24	39	28	29	26	30	27	29	28	37
Read all, some, or skimmed, but didn't use the information .	18	13	19	12	20	16	20	19	21	17
Did not read it at all	15	18	10	25	14	23	10	26	12	15

* - Washington data not available for this analysis.

Table 12c brings the above data together in a different way to show the pattern of reception and use of Civil Defense bulletins.

Table 12c.--Receiving, keeping, reading, and using Civil Defense publications

Items	"Your Family Survival Plan"		"Family Stockpile for Survival"		"Fallout Protection		"Family Shelter Designs"		"Radioactive Fallout on the Farm"	
	4-State* Total	Arkansas	4-State Total	Arkansas	4-State Total	Arkansas	4-State Total	Arkansas	4-State Total	Arkansas
Total number of people interviewed	1606	500	1606	500	1606	500	1606	500	406**	500**
Percentage of total receiving bulletin ...	8	32	12	33	19	27	13	22	9	21
Percentage of total who still had bulletin ..	6	24	8	26	13	21	10	18	7	16
Percentage of total who had read bulletin ..	7	26	11	25	16	21	11	16	7	17
Read all	4	10	6	11	8	8	5	6	3	6
Read some of it ..	2	10	2	7	4	7	3	4	1	7
Skimmed through ..	2	6	3	6	4	6	3	7	3	4
Percentage of total who used:										
General information	5	21	7	19	11	15	8	11	5	13
For specific use ...	1.3	0.2	2	0.8	2	1	1	1	0.2	0.4

* - States in which samples were drawn from general population

** - Only in Wisconsin and Arkansas were the total samples queried about "Radioactive Fallout on the Farm." The other three States, in which only farmers were questioned, are omitted here.

In tables 12a and 12b, the percentages were based on those receiving the bulletins. In contrast, the percentages in table 12c are based on all respondents.

The data in table 12c show clearly that the study respondents from Arkansas were more likely than the respondents in the other four States to have received the bulletins, to still have them, to have read some of each, and to have used the information as general knowledge. However, no larger percentage of Arkansas respondents than of the respondents from the other four States had read all of the last three publications listed. Also, just as great a percentage of the respondents from the other four States as from Arkansas used information from the publications for specific uses.

13. Were People Who Had Not Received The Publication Prior To The Time Of The Survey Interested In Receiving A Copy? How Interested?

A majority of the non-recipients in this study expressed interest in receiving the Civil Defense publications, but no more than one-third of those who expressed interest indicated high interest.

Table 13.--Receiving and wanting copies of Civil Defense publications

Items	Texas	Vermont	Washington	Wisconsin	Total four States	Arkansas
Number of records	400	400	400	406	1606	500
"Your Family Survival Plan"	%	%	%	%	%	%
Percentage receiving ...	7	11	10	7	8	32
Percentage not receiving who were interested in receiving:						
Highly interested ..	33	18	32	28	28	16
Somewhat interested.	34	48	49	48	45	54
Not interested	33	34	19	24	28	24
"Family Food Stockpile for Survival"						
Percentage receiving ...	11	20	10	10	12	33
Percentage not receiving who were interested in receiving:						
Highly interested .	40	29	38	28	34	15
Somewhat interested.	34	43	42	45	41	63
Not interested	25	28	19	26	25	21
"Fallout Protection"						
Percentage receiving ...	20	23	16	15	19	27
Percentage not receiving who were interested in receiving:						
Highly interested ..	41	31	34	35	35	16
Somewhat interested.	32	40	49	40	40	57
Not interested	27	30	17	25	25	27

Table 13.--Receiving and wanting copies of Civil Defense publications-Contd.

Items	Texas	Ver-mont	Wash-ington	Wis-consin	Total four States	Arkan-sas
"Family Shelter Designs"						
Percentage receiving	15	17	10	11	13	22
Percentage not receiving who were interested in receiving:						
Highly interested ...	29	19	15	28	23	14
Somewhat interested .	23	32	30	38	31	49
Not interested	48	49	55	33	46	37
"Radioactive Fallout on the Farm"						
Number of individuals 1/ questioned about this bulletin	200	174	200	406	980	500
Percentage receiving	5	29	11	9	12	20
Percentage not receiving who were interested in receiving:						
Highly interested ...	42	45	38	34	38	17
Somewhat interested .	28	31	49	32	35	51
Not interested	30	24	12	33	27	31

There were significant differences between States as to interest in receiving copies of these Civil Defense bulletins, and also differences within States between bulletins.

For example, a smaller percentage of the non-recipients from Arkansas than from the other four States indicated no interest in receiving "Family Shelter Designs." For all of the five bulletins, the non-recipients in Arkansas were significantly less likely to be highly interested, and more likely to be somewhat interested, than were the non-recipients in the other four States.

Also, the bulletin of least interest to Washington non-recipients was "Family Shelter Design." A little over one-half of the Washington respondents who had not received it were not interested in doing so. This was nearly twice as large a percentage as in Wisconsin. As few as 14 percent of the non-recipients in Arkansas and 15 percent in Washington expressed high interest in it; these percentages being significantly lower than the 29 percent in Texas and the 28 percent in Wisconsin. Other differences can be noted as the data in table 13 are studied.

1/- Includes only farm respondents for this publication.

14. Did The People Know Where To Get Civil Defense Information And Had They Received Any?

Two-thirds of the Arkansas Extension cooperators in the study said they had known, before the survey, where to obtain the five bulletins about which they were questioned (table 14), and nearly one-half of the respondents in the other four States said they had known. All but 4 percent of the Arkansas respondents could name a source of Civil Defense information. One-eight of the respondents in the other four States could not name at least one source of Civil Defense information.

Table 14.--Knowledge the people had about sources of Civil Defense information

Items	Respondents in:					
	Texas	Vermont	Washington	Wisconsin	Total four States	Arkansas
Number of records	400	400	400	406	1606	500
Knew before the survey where to obtain copies of the five publications ..	41	48	44	50	46	66
Named the following as sources from which they would normally get information on Civil Defense:					1/ (1206)	
Local Civil Defense workers	41	41	1/	38	40	3
Extension Service, USDA or university	36	37	-	44	39	69
Mass media	14	9	-	18	13	2
Red Cross	6	5	-	23	11	--
Congressman	2	2	-	14	6	1
Didn't know	13	14	-	10	12	4
Had ever received any information on Civil Defense from these sources:						
Yes	30	40	46	33	37	51

1/ - Washington data not available for this part of the analysis.

About half of the Arkansas respondents said they had received Civil Defense information from one or more of the sources they mentioned; a smaller proportion of the respondents from the other four States, about three-eighths, said this.

The responses in the Arkansas part of the study differed from those in the other four States when they named their usual sources of Civil Defense information. As would be expected, a greater proportion of them named Extension Service as a usual source, and fewer named local Civil Defense workers and other sources.

Comparing the responses from Texas, Vermont, and Wisconsin, we find that a greater proportion of the Wisconsin respondents than of those from Texas had known where to get copies of the five publications. Also, more of the Wisconsin respondents than of the Texas and Vermont respondents named Extension Service, Red Cross, and a Congressman as usual sources of Civil Defense information. However, a significantly smaller proportion of the Wisconsin respondents had received any Civil Defense information from the sources they named than had the respondents in Vermont, Washington, and Arkansas. In Texas, the smallest proportion of all had received any Civil Defense information from the sources named.

15. To What Extent Were People Interested in Getting Civil Defense Information?

The people seemed, in general, to be somewnat interested in getting Civil Defense information.

In order to find this out, the interviewers were asked to judge the interest of the respondents following the interview. The respondents were not asked directly how interested they were in obtaining Civil Defense information.

Table 15 includes a summary of the interviewers' opinions about the respondents' interests.

Table 15.--Interest of rural people in getting Civil Defense information.

Items	Percentage of the respondents in					
	Texas	Vermont	Washington	Wisconsin	Total four States	Arkansas
Number of records	400	400	400	406	1606	500
Interest in getting Civil Defense information:						
Very interested	38	31	42	27	34	35
Somewhat interested ...	42	47	40	50	45	52
Indifferent	20	22	14	20	19	11

There was no difference between the percentage of the respondents in Arkansas and the percentage of the respondents in the other four States who displayed high interest. However, a larger percentage of the Washington respondents than of the respondents in Arkansas, Vermont, and Wisconsin were judged to have high interest; a smaller percentage of the Wisconsin respondents than of the respondents in Arkansas, Texas and Washington were rated as being very interested.

A greater percentage of the Arkansas respondents than of the others did seem somewhat interested, and a small percentage were apparently indifferent.

16. Were People In The Counties With Active Civil Defense Programs More Likely To Make Use Of Their Publications Than Were People In Counties With Less Active Civil Defense Programs?

To some extent, people in counties with active Civil Defense programs were more likely to make use of the information in the publications than were people in counties with less active Civil Defense programs. However, this was not the case in regard to all of the publications studied. Table 16 includes only data which show significant statistical differences between active and less active counties. All items which showed no such differences are excluded from this table.

Table 16.--Receipt, readership, and use of the Civil Defense publications in counties with active Civil Defense programs and in counties with less active Civil Defense programs.

Items	In counties with	
	Active Civil Defense programs	Less active Civil Defense programs
Number of counties	16	9
Number of respondents in the study	1156	950
"Your Family Survival Plan."	% of recipients	% of recipients
Number of recipients	179	118
Still had copy	77	64
Had read some of it	30	16
Just skimmed through it	14	30
Used the information as general knowledge	70	50
Did not use the information, although read it	6	26
"Family Food Stockpile for Survival."	% of recipients	% of recipients
Number of recipients	299	136
Received it	20	14

Table 16.--Receipt, readership, and use of the Civil Defense publications in counties with active Civil Defense programs and in counties with less active Civil Defense programs. - Contd.

Items	In counties with	
	Active Civil Defense programs	Less active Civil Defense programs
	% of recipients	% of recipients
Still had copy	77	63
Used the information as general knowledge	62	49
Used the information for specific purposes	7	13
Did not use the information, although read it	11	21
"Fallout Protection."		
Number of recipients	230	204
	%	%
Had read any of it	82	88
Had read all of it	37	42
Used the information as general knowledge	54	61
"Family Shelter Design."		
Number of recipients	164	154
	%	%
Still had copy	80	73
Had read it	79	87
Had read all of it	32	38
Used the information as general knowledge	52	60
Did not use the information, although read it	16	21
"Radioactive Fallout on the Farm."		
Number of recipients	124	103
	%	%
Still had copy	80	75
Used the information as general knowledge	69	52
Did not use the information, although read it	10	30
	% of respondents	% of respondents
Knew, prior to interview, where to get copies of the publications studied 1/	54	49
Interest in getting Civil Defense information as rated by interviewer: 1/		
Somewhat interested	51	45

1/ - Washington data not available for the analysis of these two items.

Most of the few significant differences between percentages based on data from the two groups of respondents were in favor of those from counties with active Civil Defense programs.

The receivers of "Your Family Survival Plan" were more likely, in the active counties than in the less active counties, to keep it, to read some of it, and to use the information as general knowledge.

"Family Food Stockpile for Survival" was received and kept by a greater percentage of the people in the active counties than by the people in the less active counties, and the information was more likely to be used as general knowledge in the active counties; however, there was not more readership in the active counties.

"Family Shelter Design" was more likely to be read by people in the counties with the less active Civil Defense programs than in counties with more active programs, and the information used as general knowledge, although the people from the more active counties were more likely to keep their copies. "Fallout Protection" was more likely to be read by recipients in the inactive counties, and these people were more likely to have used the information for general knowledge, than recipients in the active counties.

"Radioactive Fallout on the Farm" was more likely to be kept by recipients in the active counties, but there was no difference between active and inactive counties as to receipt, readership, or use.

17. Were Home Owners More Likely Than Renters To Be Interested In Civil Defense Information?

The data in table 17 show that farm or home owners were not more interested in getting Civil Defense information than were renters. There was a more highly interested group in the "Other" category. Who these "Others" were was not specified; one-half of them were Arkansas respondents.

Table 17.--Relationship of tenure to interest in getting Civil Defense information

Items	Farm or home owners	Farm or home renters	Others
Number of records	1361	262	61
Percentage who were judged by the interviewer to be:			
Very interested in getting Civil Defense information	33	31	48
Somewhat interested in getting Civil Defense information	49	52	31
Indifferent to getting Civil Defense information	18	17	21

18. Were Men More Likely Than Women To Receive And Use Civil Defense Publications?

Men were not more likely than women to use and receive Civil Defense leaflets. In fact, the only significant numerical difference showing up in the data (table 18) is the greatest percentage of women in the three States of Texas, Vermont, and Wisconsin, reading all of at least one of the leaflets, and the greater percentage of men not using any information from any leaflet received.

The data from Arkansas were analyzed separately from the other States in order to determine if the Extension Service cooperation of the Arkansas respondents affected men and women differently as to their receipt and use of Civil Defense publications. No difference was detected.

Table 18.--Receiving and using of Civil Defense publications by men and by women.

Items	Texas, Vermont, & Wisconsin 1/		Arkansas	
	Men	Women	Men	Women
Number of records	422	777	51	439
Percentage who had received one or more of the five bulletins studied	29	33	55	51
Percentage of those receiving at least one bulletin who:				
Read some of one or more	85	90	75	81
Read: All of at least one	37	49	33	43
Not all of any but some of at least one	27	24	33	37
Read none but skimmed through one or more	35	28	33	19
Used information from at least one bulletin as general knowledge	63	66	71	83
Did not use information from any bulletin as general knowledge but used information from at least one bulletin in some specific way	5	9	--	4
Did not use information from any bulletin received	31	24	29	12

1/ - Washington data not available for this analysis.

19. What Was The Relationship Of Age To Receipt, Readership, and Use Of The Publications?

The men and women 65 years of age and older were less likely than the middle-aged group to receive a bulletin (table 19), but not less likely than the youngest group.

Table 19.--Relationship of age to receiving and using Civil Defense publications.

Items	Percentage of responses by age groups		
	34 years and younger	35-64 years of age	65 years and older
Number of responses[1/] from each age group	1955	6940	1510
Percentage of responses which were:			
Received a copy of the bulletin	16	16	12
Percentage of "Received a copy" responses:			
Asked for the copy	12	9	4
Received the copy:			
By mail	10	14	18
At a meeting	46	46	53
At an Extension office call	11	17	10
From a neighbor or a friend	7	3	3
Other	20	14	6
Still have a copy	76	76	60
Have read the copy	80	85	87
Read all of it	33	40	39
Read some of it	25	23	23
Skimmed through it	22	22	23
Percentage of "Read the copy" responses:			
Gave the reader the information he wanted:			
Yes	72	78	80
In part	23	17	13
Percentage of "Yes" and "In part" responses:			
Used the information as general knowledge	72	74	64
Used the information for a specific purpose	7	9	13

1/- One answer about one publication equals one response

There was a difference between age groups as to how they received the publications. A smaller percentage of the oldest age group than of the other two groups asked for the bulletins.

The oldest age group was less likely than the others to keep the copies they received, but they were more likely to use the information for a specific purpose. The youngest age group was less likely to read the copies they received. The middle-aged group was more likely than the youngest group to read all of a publication and more likely than the oldest group to use the information as general knowledge.

20. What Was The Relationship Of Formal Education To Receipt, Readership, and Use Of The Publications?

The more education the respondents had, the more likely they were to receive each publication, ask for them, keep them, read all of them, and make use of the information in them (table 20).

21. Were Farm People More Likely Than Nonfarm People To Receive, Read And Use The Publications Available From Extension Service?

There was no difference between farm and nonfarm residents as to their receiving the Civil Defense publications (table 21). Nonfarm people were more likely than were farm people to read the publications they received, to read all of a publication, and to use the information in the publications.

22. Were People Who Had Children Under 18 Years Of Age At Home More Likely To Receive, Read, And Use The Publications Than Were People Without Such Children At Home?

People who had children under 18 years of age at home were more likely than people without children under 18 years of age at home to receive Civil Defense publications, but they were not more likely to read them or to use the information from them (table 22). In fact, those people with children under 18 years of age at home who did receive one or more of the publications were more likely than other people to skim through the ones they received rather than read all or part of them, and more likely to not use any of the information.

Table 20.--Relationship of education to receiving and using Civil Defense publications.

Items	Percentage of responses by education		
	8th grade or less	Some high School	Some College
Number of responses[1/] from each education group	2745	5445	2210
Percentage of responses which were:			
Received a copy of the bulletin	11	17	19
Percentage of "Received a copy" responses:			
Asked for the copy	6	8	15
Received the copy:			
By mail	14	12	15
At a meeting	48	48	42
At an Extension office call	15	15	14
From a neighbor or a friend	4	4	2
Other	11	13	18
Still have a copy	66	74	80
Have read the copy	80	84	88
Read all of it	25	39	47
Read some of it	32	23	17
Skimmed through it	23	21	23
Percentage of "Read the copy" responses:			
Gave the reader the information he wanted:			
Yes	73	79	77
In part	19	18	16
Percentage of "Yes" and "Inpart" responses:			
Used the information as general knowledge	64	74	74
Used the information for a specific purpose	4	8	14

1/ - One answer about one publication equals one response.

Table 21.--Relationship of residence to receiving and using of Civil Defense publications.

Items	Percentage of responses by residence	
	Farm[1]	Nonfarm[2]
Number or responses[3] from each residence group	4665	5069
Percentage of responses which were:		
Received a copy of the bulletin	18	15
Percentage of the "Received a copy" responses:		
Asked for the copy	8	11
Received the copy:		
By mail	15	12
At a meeting	45	50
At an Ext. Office call	18	11
From a neighbor or friend	6	2
Other	11	17
Still have a copy	73	74
Have read a copy	83	86
Read all of it	34	43
Read some of it	24	22
Skimmed through it	24	20
Percentage of "Read the copy" responses:		
Gave the reader the information he wanted:		
Yes	75	79
In part	19	15
Percentage of "Yes" and "In part" responses:		
Used the information as general knowledge	66	71
Used the information for a specific purpose	8	10

1/ - Includes responses from all five States on all five publications.

2/ - Includes responses from two States on all five publications and from three States on four of the publications. (Only in Arkansas and Wisconsin were nonfarm residents questioned about "Radioactive Fallout on the Farm.")

3/ - One answer about one publication equals one response.

Table 22.--Receiving and using of Civil Defense publications by people with and people without children under 18 years of age at home. (4 States[1/])

Items	People with children under 18 years of age at home	People without children under 18 years of age at home
Number of records	940	727
Percent who had received one or more of the five publications studied	41	33
Percent of those receiving at least one publication who:		
Read some of one or more	84	86
Read: All of at least one	42	46
Not all of any but some of at least one	28	31
Read none, but skimmed through one or more	30	21
Used information from at least one publication as general knowledge ..	70	73
Did not use information from any publication as general knowledge but used information from at least one in some specific way	5	8
Did not use information from any publication received	24	19

1/ - Washington data not available for this analysis.

23. Were The People Who Were The Most Friendly Toward The Survey Those Who Were Very Interested In Getting Civil Defense Information?

There was a strong tendency for those people who were judged to be the most friendly toward the survey to be rated as also having high interest in Civil Defense information although the correlation is not perfect.

Table 23.--Relationship of interest in Civil Defense information to friendliness of attitude toward the survey.

Items	Attitude toward survey as judged by interviewers		
	Friendly	Indifferent	Seemingly unfriendly
Number of records	1534	96	18
Percentage of the respondents 1/ who were judged by the interviewers to have the following interest in Civil Defense information:			
Very interested	35	2	-
Somewhat interested	50	33	33
Indifferent	13	60	44
(No information)	2	5	23

It must be noted that 1534 out of 1706 respondents were rated friendly to the survey. This proportion would have been little changed by including Washington data, as 81 percent of their respondents were classified as friendly. One-third of the "friendly" respondents were rated very interested in Civil Defense information as contrasted to 2 percent of the respondents "indifferent" to the survey. None of the few "seemingly unfriendly" respondents were classified as being interested in Civil Defense information; 13 percent of the "friendly" respondents were rated indifferent to Civil Defense information.

1/ - Washington data not available for this analysis.

PART II. A STUDY OF DISTRIBUTION OF THE PUBLICATIONS BY, AND ATTITUDES OF, COUNTY AGRICULTURAL AGENTS

Purpose and Methodology of Part II of the Study

The county agricultural Extension agent in charge in each of 21 counties which participated in Part I of the study was sent a form asking the number of 13 Civil Defense publications he received and distributed. The county agricultural agent in charge in every county in each of four of the States was mailed a questionnaire[5/] on which were asked questions about the distribution methods used for Civil Defense publications, the agent's expressed attitudes toward the Civil Defense programs with which Extension Service was cooperating, and his personal attitudes toward Civil Defense.

This part of the study is referred to as "The Gatekeeper Study" as the county agent in charge of a county Extension Service office can have a great deal to do with promoting or hindering the distribution of literature.

The Gatekeeper Study was planned and analyzed to answer the following questions:

1. Which of the 13 different Civil Defense publications were furnished to county Extension Service offices by State Extension Services?

2. Were Civil Defense publications distributed by county Extenstion Services, and which of these publications were given the greatest distribution?

3. Which methods of distribution were used the most for Civil Defense publications by county Extension Service offices?

4. What were the expressed attitudes of county agricultural agents toward Civil Defense educational work?

5. Do county agricultural agents seem to further or hinder the distribution of Civil Defense publications (do they keep the "gate" open or closed)?

5/ - See Appendix C, for questionnaire.

FINDINGS-PART II QUESTIONS WITH DATA ANSWERS

1. Which Of The 13 Different Civil Defense Publications Studied Were Furnished To County Extension Service Offices By State Extension Services?

Most of the 18 county Extension Service offices which provided data about numbers of Civil Defense publications received and distributed in Arkansas, Texas, Vermont, and Wisconsin did receive copies of most of the 13 Civil Defense publications about which they were asked.

Table 24.--Civil Defense publications received by county Extension Services. (18 counties in 4 States)

Items		Number of counties reporting receiving any copies	Number of counties which received		
			All from Extension Service	Part from Extension Service	None From Extension Service
F2107.	Defense Against Radioactive Fallout on the Farm ..	18	15	-	3
G77.	Family Food Stockpile for Survival	17	13	-	4
H7.	Family Shelter Designs ...	16	11	-	5
PA578.	Your Family Survival Plan.	15	10	3	2
PA516.	Your Livestock Can Survive Fallout From Nuclear Attack	14	12	-	2
PA514.	Soils, Crops, and Fallout From Nuclear Attack	12	9	-	3
L12.	First Aid	12	8	-	4
PA517.	Rural Fire Defense--You Can Survive	12	7	2	3
PA515.	Fallout and Your Farm Food	11	9	-	2
H6.	Fallout Protection--What To Know and Do About Nuclear Attack	10	7	-	3
PA583.	Your Farm Preparedness Plan	10	6	1	3
PA569.	Fallout Protection Is Your Affair	9	3	1	5
AH234.	Protection of Food and Agriculture Against Nuclear Attack	5	3	-	2

Only one of the Civil Defense publications studied had been received for distribution by all of the 18 counties responding. Four other publications were received by from 14 to 17 of the 18 counties.

Six of the publications were received by just a few over one-half of the 18 counties; two of the publications were received by one-half or fewer of the counties reporting.

From 3 to 15 of the 18 counties received all of their copies of a publication from the State Extension publications office. Fewer of the counties received all of any given Civil Defense publication directly from another source such as a local Civil Defense office; a few county Extension Service offices received part of their supply of a given publication from the State Extension Service office, and part from other sources.

2. Were Civil Defense Publications Distributed By County Extension Services and Which of These Publications Were Given The Greatest Distribution?

The county Extension Services did distribute the copies they received. Table 25 ranks the 13 Civil Defense publications in order (1) according to the number of counties receiving any copies, (2) according to the number of copies distributed that were received from State Extension publications office, and (3) according to the percentage of supply received from State Extension publications office that was distributed.

The county Extension Service offices distributed most of the copies of the Civil Defense publications that they had received from the State Extension publications offices. (Data concerning distribution of publications received from sources other than Extension Service were incomplete but indicated that most of them were also distributed.)

In the 18 counties which reported supply and distribution of the Civil Defense publications, only 1,200 copies of PA569, "Fallout Protection Is Your Affair," were reported as having been received from the State Extension publications offices; 98 percent of them had been distributed. Only 860 copies of AH234, "Protection of Food and Agriculture Against Nuclear Attack," had been received from the State Extension publications offices (all were by three counties in one State;) 87 percent of them had been distributed.

At the other extreme, 12,625 copies of G77, "Family Food Stockpile for Survival," and 12,385 copies of F2107, "Defense Against Radioactive Fallout on the Farm," had been received by the counties from the State Extension publications offices; 82 percent of the former and 84 percent of the latter had been distributed.

The publication with the lowest percentage distributed was PA517, "Rural Fire Defense--You Can Survive." This was ranked near the bottom in numbers distributed, and in the lower half according to number of counties receiving copies of it.

Table 25.--Comparison of Civil Defense publications as to distribution

Civil Defense publications		Number of counties receiving copies for distribution		Number of copies received from State Extension publications office that were distributed		Percentage of copies received from State Extension publications office that were distributed	
		Rank order	No. of Counties	Rank order	No. of Copies	Rank order	% of Copies
F2107.	Defense Against Radioactive Fallout on the Farm .	1	18	2	12,385	5½	84
G77.	Family Food Stockpile for Survival	2	17	1	12,625	7½	82
H7.	Family Shelter Designs ..	3	16	8	4,635	5½	84
PA578.	Your Family Survival Plan .	4	15	5	5,660	2½	88
PA516.	Your Livestock Can Survive Fallout From Nuclear Attack	5	14	6	5,467	12	66
L12.	First Aid	7	12	7	4,720	10½	73
PA514.	Soils, Crops, and Fallout From Nuclear Attack	7	12	9	4,500	10½	73
PA517.	Rural Fire Defense--You Can Survive	7	12	11	2,395	13	65
PA515.	Fallout and Your Farm Food	9	11	3	7,972	2½	88
H6.	Fallout Protection--What To Know and Do About Nuclear Attack	10½	10	4	5,900	9	79
PA583.	Your Farm Preparedness Plan	10½	10	10	4,150	7½	82
PA569.	Fallout Protection Is Your Affair	12	9	12	1,200	1	98
AH234.	Protection of Food and Agriculture Against Nuclear Attack	13	5	13	860	4	87

The Civil Defense publication which seems to be most popular in the county Extension Service office might be F2107, "Defense Against Radioactive Fallout on the Farm," which ranked first in number of counties receiving copies from the State Extension publications offices, second in number of publications that were received from the State Extension publications offices distributed, and sixth according to the percentage of the supply received from the State Extension publications offices that was distributed.

3. Which Methods of Distribution Were Used The Most For Civil Defense Publications By County Extension Service Offices?

Displaying the Civil Defense publications on an office rack for visitors to pick up was reported by Extension agents as the method most frequently used. In second place in each State was handing out the publications at meetings other than at courses in Civil Defense. Other methods ranked differently in the four States.

As was mentioned on page 14, there is some question about the agent's interpretation of "frequency of use." Is an office rack "used" each day it is in view in the office, each time a visitor picks up a publication from it, or each time the Extension staff puts up a new supply of publications? Is sending one publication to a letter-writer one "use;" is distributing 100 publications at a meeting one "use," or 100 "uses?"

The data from the interviews with the public indicate that probably the agents considered one "use" to be each day the display rack is up, each letter that is answered, each meeting at which publications are distributed, each radio talk about the publications. This would mean that "frequency of use" has no close relationship to number of publications distributed, no close relationship to effectiveness of distribution. With these ideas in mind, the data in table 26 are useable for certain judgments that can be based upon them.

There is no statistically significant difference between Arkansas, Texas, and Vermont in the way they ranked their methods of distribution according to frequency of use[6/]. However, except for the first two methods listed on table 26, the methods of distribution in Wisconsin counties were used with significantly different frequency than in the counties in the other three States.

6/ Spearman's rank order correlation coefficient was used for this test. Coefficients were:
Arkansas - Vermont = 0.870 Sig. 1% level.
Texas - Vermont = 0.780 Sig. 1% level.
Arkansas - Texas = 0.625 Sig. 5% level.
Arkansas - Wisconsin=0.355 Not Sig.
Texas - Wisconsin = 0.560 Not Sig.
Vermont - Wisconsin= 0.370 Not Sig.

Table 26.--Relative frequency of use of methods of distribution of Civil Defense publications

Methods in order of frequency of use	Rank order according to frequency of use in				
	These 4 States	Arkansas	Texas	Vermont	Wisconsin
Displayed on office rack (visitors picked up)	1	1	1	1	1
Handout at a meeting other than a course	2	2	2	2½	2
Received letter or call requesting copies	3	8	3	6	9
Direct mail to a mailing list.	4	3	6	2½	5
Advertised on radio or television	5	5	4	4	6½
Promoted in newspaper column or stories	6	4	5	5	8
Through a Civil Defense course in which your office participated	7	9	7	9½	4
Bulk distribution to another agency or group	8	10	8	8	3
Handout at exhibit (fair or other exhibition)	9	6	9	9½	6½
Farm or home visit	10	7	10	7	10

4. What Were The Expressed Attitudes Of County Agricultural Agents Toward Civil Defense Educational Work?

The county agricultural agents reported a favorable attitude toward Civil Defense educational work, as shown by their responses to the four types of questions asked them (table 27). However, they did not report as favorably concerning the people's response to Civil Defense educational work.

Table 27.--Attitudes of county agricultural agents toward Civil Defense educational work.

Items	Percentage of county agents from			
	Arkansas	Texas	Vermont	Wisconsin
Number of records	78	244	14	59
I. Opinions about Extension participation in Civil Defense:	%	%	%	%
An Extension worker should consider rural Civil Defense among his most important tasks and give it top priority:				
Agree	9	10	0	3
Disagree	84	86	100	95
An Extension worker should consider rural Civil Defense important enough to plan some educational work on this topic himself:				
Agree	90	79	93	85
Disagree	6	19	7	14
An Extension worker should do educational work on rural Civil Defense if, without much extra effort, it can be tied to regular work on buildings, nutrition, family care, cropping practices, etc:				(Data not available)
Agree	85	78	93	
Disagree	13	19	7	
An Extension worker should incorporate Civil Defense material into regular work anytime that it dosen't require extra effort:				
Agree	62	59	64	49
Disagree	32	35	36	46
An Extension worker should take time to learn what's being done in Civil Defense:				
Agree	95	93	100	93
Disagree	1	4	0	3
Extension workers should not be expected to do any Civil Defense educational work:				
Agree	3	3	7	2
Disagree	90	92	93	97

Table 2/.--Attitudes of county agricultural agents toward Civil Defense educational work. (Contd.)

Items	Percentage of county agents from			
	Arkansas	Texas	Vermont	Wisconsin
II. A rural Civil Defense program at the county level is:				
Very valuable	22	27	7	31
Of some value	68	58	86	66
Of very little value	8	12	7	2
Practically worthless	1	2	0	0
Absolutely worthless	0	0	0	0
III. Rating of publications received as sources of information for rural people on what to do in case of nuclear attack:				
Excellent	8	23	7	14
Good	68	57	71	66
Fair	22	17	14	15
Poor	1	2	7	0
Very poor	1	0	0	0
IV. In general, the public demand for these publications is:				
Steady	0	1	0	0
Sporadic	38	38	21	42
Weak	62	60	79	56
V. Three statements about public interest in Civil Defense:				
There is continuing widespread interest in Civil Defense	3	0	0	0
Most people become interested in Civil Defense only in times of national crisis	90	89	93	93
People are generally not interested in Civil Defense even in times of crisis	8	10	7	5
Four statements about public involvement in Civil Defense:				
A number of people have built fallout shelters:				
True	44	32	50	42
False	50	66	50	54
A number of people have taken some specific steps for Civil Defense like stocking food and water for humans or farm animals:				
True	33	37	64	66
False	59	62	36	32

Table 27.--Attitides of county agricultural agents toward Civil Defense educational work. (Contd.)

Items	Percentage of county agents from			
	Arkansas	Texas	Vermont	Wisconsin
Most people have not done anything specific about Civil Defense but have knowledge to take such specific steps if they felt it necessary:				
True	55	72	43	66
False	36	27	57	29
Most people do not have the knowledge to take care of themselves in an emergency:				
True	70	55	71	46
False	24	41	14	54
VI. Statements about agent's personal involvement in Civil Defense:				
I have built and stocked a fallout shelter	4	2	0	7
I have some emergency stocks of food and water laid away, but no shelter	41	37	57	42
I have copies of Civil Defense publications at home in a specific location so that I could get at them if I needed them, but have not taken any specific action	37	36	43	39
I have read some of these publications and have a general idea of what's in them, but do not have a special file at home and have not taken any specific action	78	75	79	66
I am personally indifferent to Civil Defense and do not intend to participate in the program	0	2	0	3
I am personally opposed to the idea of Civil Defense and do not intend to participate in the program	0	1	0	0

There were no statistically significant differences in the responses of the county agents from the four States studied except in the case of the last two statements in section V of table 27.

These two statements have in common a reference to the people having adequate knowledge about something: In the first of the two statements, it is "about Civil Defense;" in the second, it is "to take care of themselves in an emergency."

The Texas and Wisconsin agents seemed more likely than did Arkansas and Vermont agents to have the opinion that most people have knowledge to take specific steps about Civil Defense if they felt it necessary. This is consistent with the responses to the other statement which show that Arkansas and Vermont agents seemed more likely than did Texas and Wisconsin agents to think that people do not have the knowledge to take care of themselves in an emergency.

5. Do County Agricultural Agents Seem To Further Or Hinder The Distribution Of Civil Defense Publications?

The county agricultural agents' attitudes, in general, seem favorable and the agents have distributed most of the publications they had received for distribution. However, apparently not all county Extension offices have asked for a supply of all available Civil Defense publications. To the extent that they have control over what they get, county agents can hinder or further the distribution of publications.

Displaying publications on an office rack and responding to letters or calls requesting copies, two of the most frequently "used" methods of distribution (table 26), are passive distribution methods as far as the agent is concerned; the second-high reported method, handout at a meeting other than a course may or may not be passive, depending on how the publications are handed out. This may mean that the county agents are not necessarily putting forth a great deal of effort to further the distribution of Civil Defense publications. On page 14, questions are raised concerning some conflict between the people's response to the question about whether they asked for the Civil Defense publications, or received them without asking for them, and the agents' response to the question about which distribution methods they used most frequently. Although the agents ranked as third "receiving letter or call requesting copy," 77 percent of the people who received any Civil Defense publications reported that they did not ask for any that they received.

If the data are consistent, it seems that any distribution methods other than the display rack are used very infrequently. Many of these other methods, which would further the distribution of the publications, seem to be used very, very infrequently.

APPENDIX A

Sampling Methodology for Part I of the Study

In four of the States -- Texas, Vermont, Washington, and Wisconsin -- random samples of male heads of home and female homemakers from rural and semi-urban homes were selected according to the plans described below. In Arkansas, the sample, which was selected at random was chosen from Extension Service cooperators: Members of home demonstration clubs, members of Rural Community Improvement families, and parents of 4-H Club members. Because the Arkansas sample was selected from a different population from those used in the other States, Arkansas data have been analyzed separately in most of this report.

In at least four of the five States, interviewers were instructed to try to interview equal numbers of male heads of households and female homemakers.

Methods of sampling

Each State devised its own sampling plan.

Arkansas.- In two counties in which special effort was put forth by Extension Service to include Civil Defense education in their local programs, the people selected to be interviewed were parents of members of 4-H Clubs in which the 4-H publication on Civil Defense was used.

In the other two counties in which special Civil Defense educational effort was put forth by Extension Service, members of Home Demonstration Clubs which had had specific work in Civil Defense were interviewed.

In these four counties, the most active clubs were included until an adequate sample size was attained.

In the two counties in which there was no special Civil-Defense education effort, two or three of the largest Rural Community Improvement clubs were arbitrarily chosen and all members of such clubs were included in the study, unless an adequate size sample had been reached without including all of the members of the final club in the list. In that case, the first "n" names on the membership list of the last selected club were included. The largest clubs were selected in order to simplify and shorten the interviewing process.

Texas.- Four counties were selected to represent, as well as possible, the various characteristics of Texas counties. From each of these four counties, 50 farm-owner and farm-operator and 50 nonfarm families with telephones were selected.

The 50 farm families were selected by random sampling from the latest Agricultural Stabilization and Conservation Service list of farm owners and operators in the county. Local county Extension agents and Agricultural Stablization and Conservation Service personnel eliminated nonresident owners from the lists. The 50 nonfarm families were selected by random sampling from the telephone directories in the county. Local county Extension agents, with the help of Agricultural Stabilization and Conservation Service personnel, eliminated names of farm families from the telephone directories.

Vermont.- Three counties were selected to represent as nearly as possible the total State. Within each county, the farm respondents were selected at random from the county Extension Service list of farmers in the county. The nonfarm (urban) respondents were selected from telephone directories; in the process, commercial and business firms and names with rural addresses were passed by.

Washington.- Four counties to represent counties in which there had been considerable Civil Defense education and those in which relatively little such work has been done were selected. Extension supervisors and specialists advised the study supervisor in making this selection. One county on the east side of the State and one on the west side were selected as counties which had good Civil Defense programs; one county on the west side and one on the east side were selected as counties which had little Civil Defense educational work.

Within each county, 50 farm families were selected from the Agricultural Stabilization and Conservation Service list of farmers in the county. Random sampling procedure was followed except in a very few cases where adjustments were made to assure better geographic coverage of a county.

Fifty nonfarm families who lived in population centers under 10,000 were also selected. A list of villages and towns under 10,000 was made up for each county. From this list, two population centers were selected at random. Twenty-five families were selected from each center through a random drawing of blocks followed by a random selection of dwellings and families within each of the selected blocks (businesses were excluded).

Wisconsin.- Eight counties were selected in the southern half of the State in such a way as to obtain agricultural counties with wide-spread rural areas. Counties were selected in which interviewers were available.

Within each of these counties, the cluster sampling plan was followed in selecting 50 rural families. Open-country areas were selected at random in the counties; interviewers were instructed to find a non-village cross-roads in an assigned area and start out in given direction, interviewing the first 25 households. Two such selected cross-roads points were chosen in each county.

Description of sample respondents in the five States

Characteristics	Arkansas	Texas	Vermont	Wash-ington	Wisconsin
Number of respondents in each sample	500	400	400	400	406
Percent of respondents who were:					
Sex: Male	10	28	29	27	48
Female	88	72	71	73	50
Residential pattern:					
Urban	11	50	50	51	0
Rural nonfarm	36		6		26
Rural farm	51	50	44	49	69
Age: 20 to 34 years of age	18	16	19	23	18
35 to 64 years of age	68	70	65	58	68
65 years of age and older	11	14	16	19	11
Education:					
8th grade or less	28	24	22	18	38
Some high school.	58	47	51	56	45
Some college	11	28	26	26	15

APPENDIX B

CIVIL DEFENSE PUBLICATIONS

(Questions which seemed to have produced invalid or otherwise unuseable data are omitted from this questionnaire in this report.)

A. "Your Family Survival Plan" (PA 578)

1. Did you ever receive a copy of this publication? (Show it to respondent)

   a. Yes (1)___; b. No (2)___;
   c. DK (3)___.

   IF YES, proceed to Question #2.
   IF NO or DK, skip to Question #11.

2. Did you ask for it or did you receive it without asking?

   a. Asked for it (1)___
   b. Received it without asking (2)___
   c. DK (3)___

3. Do you remember how you got it?

   a. By mail (1)___
   b. Meeting (2)___
   c. Extension office call (3)___
   d. Neighbor or friend (4)___
   e. Other (specify) (5)___
   f. DK (6)___

4. From whom did you get the publication?

   a. County extension agent (1)___
   b. U.S. Dept. of Agric. (2)___
   c. Civil Defense Office (3)___
   d. Congressman (4)___
   e. Neighbor or friend (5)___
   f. University of_____ (6)___
   g. Other (specify) (7)_____

   _____

   h. DK (8)___

5. Do you still have your copy?

   a. Yes (1)___; b. No (2)___;
   c. DK (3)___.

6. Where do you keep it?

   a. Shelter area (1)___
   b. Other definite place (2)___
   c. Somewhere around (3)___
   d. DK (4)___

7. Did you get to read it?

   a. Yes (1)___; b. No (2)___

   IF YES, proceed to Question #8.
   IF NO, skip to Question #14.

8. How much of it did you read?

   a. All of it (1)___
   b. Some of it (2)___
   c. Just skimmed through it (3)___

9. Did it give you information you wanted?

   a. Yes (1)___; b. In part (2)___;
   c. No (3)___; d. DK (4)___.

10. How did you use it?

    a. Did not use it (1)___
    b. General knowledge (2)___
    c. Made a family plan (3)___
    d. Provided a family shelter (4)___
    e. Stocked a family shelter (5)___
    f. Made a farm plan (6)___
    g. Other (specify) (7) _____

    _____

    SKIP to Question #14.

11. Would you be interested in receiving a copy of this publication?

    a. Highly interested (1)___
    b. Somewhat interested (2)___
    c. Not interested (3)___

B. "Family Food Stockpile for Survival" (77)

14. Did you ever receive a copy of this publication? (Show it to respondent)

a. Yes (1)___; b. No (2)___;
c. DK (3)___.

IF YES, proceed to Question #15.
IF NO or DK, skip to question #24.

15. Did you ask for it or did you receive it without asking?

a. Asked for it (1)___
b. Received it without asking (2)___
c. DK (3)___

16. Do you remember how you got it?

a. By mail (1)___
b. Meeting (2)___
c. Extension office call (3)__
d. Neighbor or friend (4)___
e. Other (specify) (5)___
f. DK (6)___

17. From whom did you get the publication?

a. County Extension agent (1)__
b. U. S. Dept. of Agric. (2)___
c. Civil Defense Office (3)___
d. Congressman (4)___
e. Neighbor or friend (5)___
f. University of ____(6)___
g. Other (specify) (7)_____

_____

h. DK (8)___

18. Do you still have your copy?

a. Yes (1)___; b. No (2)___;
c. DK (3)___.

19. Where do you keep it?

a. Shelter area (1)___
b. Other definite place (2)___
c. Somewhere around (3)___
d. DK (4)___

20. Did you get to read it?

a. Yes (1)___; b. No. (2)___.

IF YES, proceed to Question #21.
IF NO, skip to Question #27.

21. How much of it did you read?

a. All of it (1)___
b. Some of it (2)___
c. Just skimmed through it (3)___

22. Did it give you information you wanted?

a. Yes (1)___; b. In part (2)___;
c. No (3)___; d. DK (4)___.

23. How did you use it?

a. Did not use it (1)___
b. General knowledge (2)___
c. Made a family plan (3)___
d. Provided a family shelter(4)__
e. Stocked a family shelter (5)___
f. Made a farm plan (6)___
g. Other (specify) (7)_____

_____

SKIP to Question #27

24. Would you be interested in receiving a copy of this publication?

a. Highly interested (1)___
b. Somewhat interested (2)___
c. Not interested (3)___

C. "Fallout Protection" (H-6)

27. Did you ever receive a copy of this publication? (Show it to respondent)

a. Yes (1)___; b. No (2)___;
c. DK (3)___.

IF YES, proceed to Question #28.
IF NO or DK, skip to Question #37.

28. Did you ask for it or did you receive it without asking?

a. Asked for it (1)___
b. Received it without asking (2)___
c. DK (3)___

29. Do you remember how you got it?

a. By mail (1)___
b. Meeting (2)___
c. Extension office call (3)___
d. Neighbor or friend (4)___
e. Other (specify) (5)_____
f. DK (6)___

30. From whom did you get the publication?

a. County Extension agent (1)___
b. U.S. Dept. of Agric. (2)___
c. Civil Defense Office (3)___
d. Congressman (4)___
e. Neighbor or friend (5)___
f. University of_____ (6)___
g. Other (specify) (7)_____

_____

h. DK (8)___

31. Do you still have your copy?

a. Yes (1)___; b. No (2)___;
c. DK (3)___.

32. Where do you keep it?

a. Shelter area (1)___
b. Other definite place (2)___
c. Somewhere around (3)___
d. DK (4)___

33. Did you get to read it?

a. Yes (1)___; b. No (2)___.

IF YES, proceed to Question #34.
IF NO, skip to Question #40

34. How much of it did you read?

a. All of it (1)___
b. Some of it (2)___
c. Just skimmed through it (3)___

35. Did it give you information you wanted?

a. Yes (1)___; b. In part (2)___;
c. No (3)___; d. DK (4)___.

36. How did you use it?

a. Did not use it (1)___
b. General knowledge (2)___
c. Made a family plan (3)___
d. Provided a family shelter (4)___
e. Stocked a family shelter (5)___
f. Made a farm plan (6)___
g. Other (specify) (7)___

_____

SKIP to Question #40.

37. Would you be interested in receiving a copy of this publication?

a. Highly interested (1)___
b. Somewhat interested (2)___
c. Not interested (3)___

D. "Family Shelter Designs" (H-7)

40. Did you ever receive a copy of this publication? (Show it to respondent)

a. Yes (1)___; b. No (2)___;
c. DK (3)___.

IF YES, proceed to Question # 41.
IF No or DK, skip to Question #50.

41. Did you ask for it or did you receive it without asking?

a. Asked for it (1) ___
b. Received it without asking (2)___
c. DK (3)___

42. Do you remember how you got it?

a. By mail (1)___
b. Meeting (2)___
c. Extension office call (3)___
d. Neighbor or friend (4)___
e. Other (specify) (5)_____

_____

f. DK (6)___

43. From whom did you get the publication?

a. County Extension agent (1)___
b. U.S. Dept. of Agric. (2)___
c. Civil Defense Office (3)___
d. Congressman (4)___
e. Neignbor or friend (5)___
f. University of_____ (6)___
g. Other (specify) (7)_____

_____

h. DK (8)___

44. Do you still have your copy?

a. Yes (1)___; b. No (2)___;
c. DK (3)___.

45. Where do you keep it?

a. Shelter area (1)___
b. Other definite place (2)___
c. Somewhere around (3)___
d. DK (4)___

46. Did you get to read it?

a. Yes (1)___; b. No (2)___

IF YES, proceed to Question #47.
IF NO, skip to Question #53.

47. How much of it did you read?

a. All of it (1)___
b. Some of it (2)___
c. Just skimmed through it (3)___

48. Did it give you information you wanted?

a. Yes (1)___; b. In part (2)___;
c. No (3)___; d. DK (4)___.

49. How did you use it?

a. Did not use it (1)___
b. General knowledge (2)___
c. Made a family plan (3)___
d. Provided a family shelter (4)__
e. Stocked a family shelter (5)___
f. Made a farm plan (6)___
g. Other (specify) (7)_____

_____

SKIP to Question #53.

50. Would you be interested in receiving a copy of this publication?

a. Highly interested (1)___
b. Somewhat interested (2)___
c. Not interested (3)___

E."Radioactive Fallout on the Farm" (2107)

53. Did you ever receive a copy of this publication? (Show it to respondent)

a. Yes (1)___; b. No (2)___;
c. DK (3)___.

IF YES, proceed to Question #54.
IF NO or DK, skip to Question #63.

54. Did you ask for it or did you receive it without asking?

a. Asked for it (1)___
b. Received it without asking (2)___
c. DK (3)___

55. Do you remember how you got it?

a. By mail (1)___
b. Meeting (2)___
c. Extension office call (3)___
d. Neighbor or friend (4)___
e. Other (specify) (5)_____
f. DK (6)____

56. From whom did you get the publication?

a. County extension agent (1)___
b. U.S. Dept. of Agric. (2)___
c. Civil Defense Office (3)___
d. Congressman (4)___
e. Neighbor or friend (5)___
f. University of _____(6)___
g. Other (specify) (7)_____

_____

h. DK (8)___

57. Do you still have your copy?

a. Yes (1)___; b. No (2)___
c. DK (3)___.

58. Where do you keep it?

a. Shelter area (1)___
b. Other definite place (2)___
c. Somewhere around (3)___
d. DK (4)___

59. Did you get to read it?

a. Yes (1)___; b. No (2)___.

IF YES, proceed to Question #60.
IF NO, skip to Question #66.

60. How much of it did you read?

a. All of it (1)___
b. Some of it (2)___
c. Just skimmed through it (3)___

61. Did it give you information you wanted?

a. Yes (1)___; b. In part (2)___;
c. No (3)___; d. DK (4)___.

62. How did you use it?

a. Did not use it (1)___
b. General knowledge (2)___
c. Made a family plan (3)___
d. Provided a family shelter (4)___
e. Stocked a family shelter (5)___
f. Made a farm plan (6)___
g. Other (specify) (7)_____

_____

SKIP to Question #66.

63. Would you be interested in receiving a copy of this publication?

a. Highly interested (1)___
b. Somewhat interested (2)___
c. Not interested (3)___

66. Before today did you know where you could get copies of these publications?

a. Yes (1)___; b. No (2)___.

67. Where would you normally get information on Civil Defense? (specify)

a. _____

b. _____

c. _____

d. _____

e. _____

f. DK___

68. Have you ever received any information on Civil Defense from these sources?

a. Yes (1)___; b. No (2)___;
c. DK (3)___.

69. What was the highest grade you completed in school? (Did you get to finish the eighth grade in school?)

a. Less than 8th grade (1)___
b. Completed 8th grade (2)___
c. Some high school (3)___
d. Completed high school (4)___
e. Some college (5)___
f. Completed college (6)___
g. Graduate work (7)___

70. Which of the following best describes where the respondent lives?

a. Urban (2500 or more) (1)___
b. Rural village (2)___
c. Rural non-farm (3)___
d. Rural farm (4)___

71. Age of respondent (Ask by age group)

a. 34 and under (1)___
b. 35-64 (2)
c. 65 and over (3)___

72. Sex of respondent

a. Male (1)___
b. Female (2)___

73. Do you own or rent your home (or farm)?

a. Own (1)___
b. Rent (2)___
c. Other (3)___

74. Number of children under 18 living at home

a. None (1)___
b. One or more (2)___

CLOSING INTERVIEW: Thank you very much for your time. You may like a copy of the list of Civil Defense Publications.

(1) Give respondent a copy.

(2) Explain that if there are publications that interest him, he could order them free of charge.

(3) Show him how to use the order blank.

After you have finished the above, check the reaction of the respondent.

75. Interest in getting Civil Defense information.

a. Very interested (1)___
b. Somewhat interested (2)___
c. Indifferent (3)___

76 Attitude toward the survey.

a. Friendly (1)___
b. Indifferent (2)___
c. Somewhat unfriendly (3)___
d. Antagonistic (4)___

Name of respondent _____

Address _____ County _____ Number _____

Names of interviewer _____

Date _____

APPENDIX C

QUESTIONNAIRE FOR COUNTY AGENTS ON CIVIL DEFENSE PROGRAM

	For Office Use. Do Not Write in These Spaces.	
	Code	Col. #
Study Number	(7) (7)	1-2
County	( ) ( ) ( )	3, 4, 5
State	(1)	6
Co. Agent Study	(1)	7

I. Distribution and Promotion

The following two questions have to do with the way you have distributed and promoted Civil Defense publications. Answer them if you have used Civil Defense publications from either the State Extension Office or any other source. If you have not used any of these publications, go on to question 3.

1. Check any or all of the methods you have used.		
____a. Direct mail to a mailing list.	( )	8
____b. Received letter or call requesting copies.	( )	9
____c. Farm or home visit.	( )	10
____d. Displayed on office rack (visitors picked up).	( )	11
____e. Through a Civil Defense Course in which your office participated.	( )	12
____f. Bulk distribution to another agency or group.	( )	13
____g. Handout at a meeting other than a course.	( )	14
____h. Handout at exhibit (fair or other exhibition).	( )	15
____i. Advertised on radio or television.	( )	16
____j. Promoted in newspaper column or stories.	( )	17
____k. Other (describe) _____	( )	18
_____	( )	19

	For Office Use. Do Not Write in These Spaces	
	Code	Col. #
2. Which of the methods on the previous page have you used most frequently?		
a. First _____	( )	20
b. Second _____	( )	21
c. Third _____	( )	22
	( )	23

II. Opinions About Extension Participation in Civil Defense

Extension workers have been asked to help in various ways with the rural Civil Defense program. Following are four questions involving your opinions and the part Extension is asked to take in Civil Defense.

3. For each of the following statements, check whatever you agree or disagree with each. (We suggest you read all six items before answering this question).

a. An Extension worker should consider rural Civil Defense among his most important tasks and give it top priority. _____Agree _____Disagree	( )	24
b. An Extension worker should consider rural Civil Defense important enough to plan some educational work on this topic by itself. _____Agree _____Disagree	( )	25

	For Office Use. Do Not Write in These Spaces.	
	Code	Col #
c. An Extension worker should do educational work on rural Civil Defense if, without much extra effort, it can be tied to regular work on buildings, nutrition, family care, cropping practices, etc. _____Agree _____Disagree	( )	26
d. An Extension worker should incorporate Civil Defense material into regular work anytime that it doesn't require extra effort. _____Agree ____Disagree	( )	27
e. An Extension worker should take time to learn what's being done in Civil Defense. _____Agree _____Disagree	( )	28
f. Extension workers should not be expected to do any Civil Defense educational work. _____Agree _____Disagree	( )	29
4. A rural Civil Defense program at the county level is:		
____a. Very valuable	( )	30
____b. Of some value	( )	30
____c. Of very little value	( )	30
____d. Practically worthless	( )	30
____e. Absolutely worthless	( )	30

	For Office Use. Do Not Write in These Spaces.	
	Code	Col. #
5. How would you rate the publications you have received as sources of information for rural people on what to do in case of nuclear attack?		
____a. Excellent	( )	31
____b. Good (Check one; If you feel a particular publication is better or worse than your overall reaction, let us know.)	( )	31
____c. Fair	( )	31
____d. Poor	( )	31
____e. Very Poor	( )	31
____f. Have no opinion	( )	31
6. In general, the public demand for these publications is:		
____a. Steady	( )	32
____b. Sporadic	( )	32
____c. Weak	( )	32
	( )	32

III. Following are some statements about the public's interest and involvement in Civil Defense. Please indicate what you think people in your county feel about Civil Defense on the following questions.

7. Here are three statements about public interest in Civil Defense. Check the <u>one</u> you think is most true of that interest.		
____a. There is continuing widespread interest in Civil Defense.	( )	33
____b. Most people become interested in Civil Defense only in times of national crisis.	( )	33
____c. People are generally not interested in Civil Defense even in times of crisis.	( )	33
	( )	33

8. Following are statements about public involvement in Civil Defense. Check each statement which in your opinion is either true or false.

	For Office Use. Do Not Write in These Spaces.	
	Code	Col.#
a. A number of people have built fallout shelters. _____True; _____False	( )	34
b. A number of people have taken some specific steps for Civil Defense like stocking food and water for humans or farm animals. ____True; ____False	( )	35
c. Most people have not done anything specific about Civil Defense but have knowledge to take such specific steps if they felt it necessary. ____True; ____False	( )	36
d. Most people do not have the knowledge to take care of themselves in an emergency. ____True; ____False	( )	37

IV. Finally, would you answer these questions about your personal involvement in Civil Defense.

9. Answer each one Yes or No.		
a. I have built and stocked a fallout shelter. ____ Yes; ____No	( )	38
b. I have some emergency stocks of food and water laid away, but no shelter. ____Yes; ____No	( )	39

	For Office Use. Do Not Write in These Spaces.	
	Code	Col.#
c. I have copies of Civil Defense publications at home in a specific location so that I could get at them if I needed them, but have not taken any specific action. ____Yes; ____No	( )	40
d. I have read some of these publications and have a general idea of what's in them, but do not have a special file at home and have not taken any specific action. ____Yes; ____No	( )	41
e. I'm personally indifferent to Civil Defense and do not intend to participate in the program. ____Yes; ____No	( )	42
f. I am personally opposed to the idea of Civil Defense and do not intend to participate in the program. ____Yes; ____No	( )	43

V. Inventory

Below is a list of Civil Defense publications. In order to estimate how many of these publications have been distributed, we will appreciate your filling in the information requested in each of the two columns opposite the namesof the publications. Please indicate with an asterisk (*) those which you received from sources other than the State Extension Office.

Publications	Estimated number of copies received in county office	Number of copies still on hand
1. AH234 Protection of Food and Agriculture Against Nuclear Attack		
2. F2107 Defense Against Radio-active Fallout on the Farm		
3. G77 Family Food Stockpile for Survival		

Publications	Estimated number of copies received in county office	Number of copies still on hand
4. H6 Fallout Protection - What to Know and Do About Nuclear Attack		
5. H7 Family Shelter Designs		
6. L12 First Aid		
7. PA514 Soils, Crops, and fallout from Nuclear Attack		
8. PA515 Fallout and Your Farm Food		
9. PA516 Your Livestock Can Survive Fallout from Nuclear Attack		
10. PA517 Rural Fire Defense - You Can Survive		
11. PA569 Fallout Protection is Your Affair		
12. PA578 Your Family Survival Plan		
13. PA583 Your Farm Preparedness Plan		
Other Civil Defense Publications (list below)		
14.		
15.		
16.		

THE LIBRARY OF
OCT 28 1967
CONTINUING EDUCATION